

Central Hollywood
Coalition
Board of Directors

★★★

Carol Massie
President
McDonald's Restaurants

Kitty Gordillo
Treasurer
Hollywood YMCA

Elizabeth McDonald
Secretary
*The Los Angeles
Film School*

Fabio Conti
The Fabiolus Café

Charles Eberly
The Eberly Company

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Paramount Contractors

Chase Gordon
vision Young

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*Hudson Pacific
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Melissa Logan
Amoeba Music

Keith Ragadio
*Robertson Properties
Group*

Michael Pogorzelski
AMPAS

Fred Rosenthal
Ametron

Katie Seymour
Sunset + Vine

Arthur Stroyman
*Kilroy Realty
Corporation*

★★★

Sarah Besley
Executive Director



April 17, 2014

TO: Miranda Paster
Acting Division Head
Administrative Services Division
Office of the City Clerk

FROM: Sarah Besley
Executive Director
Sunset & Vine Business Improvement District

SUBJECT: 1st Quarter Report

I. Operational Issues

- The board approved the slate of nominees recommended by the Nominating Committee to fill two year terms on February 11th. The slate included: Fabio Conti, Charles Eberly, Kitty Gordillo, Elizabeth McDonald, Michael Pogorzelski and Fred Rosenthal, Keith Ragadio, Chase Gordon and Elva Hernandez. The board also elected the following slate of officers for the 2014/ 2015 year: Carol Massie, Board President; Fabio Conti, Vice President; Elizabeth McDonald, Secretary; Duke Gallagher, Treasurer.
- An orientation for new board members, Chase Gordon, Elva Hernandez and Keith Ragadio, was held on March 6th. Each member received a board notebook containing the organization's bylaws, minutes, insurance documents, and service contracts.
- LAUSD continues to hold the largest delinquency in the BID. Staff compiled a payment history, going back to 2008, and attached the report to an email submitted to the California Downtown Association. Staff will continue to advocate for some intervention on a state-wide level as the policy leads to a "slippery slope" whereby other government agencies may discount or refuse to pay their assessments.
- After serving more than eight years as a volunteer treasurer, Duke Gallagher, began the process of transitioning his duties to a new financial manager for the BID. In March, the board elected to hire Jose Gonzalez to assist with the transition and begin managing the finances of the BID.

II. Security

- The joint security committee, comprised of representatives from both the Sunset & Vine BID and Hollywood Entertainment District BID, held meetings on October 10th, November 14th, and December 12th, with representatives attending from LAPD and the City Attorney's Office.

- The newly-appointed captain to Hollywood Division, Peter Zarcone, introduced himself to the board at the January meeting and gave an overview of crime statistics. His report indicated that crime in Hollywood decreased every year for the past ten years and is down to 1950s levels. Part 1 crimes, specifically, were down 11% last year.
- Work began on installation of the security camera upgrades for LAPD. There is one camera within the Sunset & Vine BID at Sunset Boulevard and Cahuenga.
- A task force was organized in January to address the concentration of “drinking in public” abuses in the both BIDs. Nearly 60 percent of all arrests by BID security in the last seven years have involved drinking in the public realm. As part of the task force, three liquor stores near Cahuenga and Hollywood were asked to refrain from stocking or selling their cheapest liquor product for the month of April. In addition, the task force is looking into various strategies to deter pedestrians from giving money to panhandlers.

III. Marketing

- The board dedicated \$1,000 for the creation of a Sunset & Vine Photo Bank. Photographer Gary Leonard was hired to take a variety of shots of the BID, which can be used for collateral material and the BID’s new website.
- PR consultants, Haines and Co. pitched a piece on higher education in Hollywood to trade press after the opening of Emerson College’s Sunset Boulevard campus on March 7th. The pitch focused on Emerson and also shed light on the 16 other post-secondary schools focused on arts and entertainment in Hollywood.
- Staff began working with Haines and Co. on building new websites for the Hollywood Entertainment District and Sunset & Vine BIDs and a central blog site for both organizations. The blog will feature general interest stories about Hollywood, along with news on developments, events, new stores and restaurants.

IV. Streetscape & Planning

- The Streetscape and Planning Committee met on January 7th and March 5th.
- A 90-day extension of the Clean Street contract was signed on January 1. The committee overseeing the RFP process recommended this extension in order to give the company an opportunity to address some of the management. One ask involved designating an in-field supervisor who would work directly with BID staff, thus relieving some of the burden on BID staff to manage the day to day activities of the crew. In March, at the committee’s recommendation, the board authorized the staff to negotiate a \$370,008 annual contract with Clean Street through the end of the BID (2018).
- Plans moved forward to install 50 Jacarandas along Vine Street, for the Green Vine Project. The Bureau of Sanitation and LA Conservation Corps saw-cut majority of the wells in March in preparation for tree planting in April.

- During this quarter, an LA Superior Court judge invalidated the Hollywood Community Plan Update. Staff compiled information and prepared an informational Q & A to keep the property owners informed of next steps. The city has opted to not appeal, and a revision to the plan must now be completed.
- Staff submitted an application for the \$5,000 grant offered by DWP on January 30th. If awarded, the funds would help pay for the watering and maintenance of the 50 Jacarandas being planted on Vine Street.
- Besley attended a meeting on February 25th at the Chamber to discuss the proposed Hollywood Bike Plan. Representatives from LADOT and the business community were on hand to discuss the scope of the plan and the process for providing input.

V. Other

- Besley testified along with representatives from the Fashion District, Downtown Industrial District, Gateway to LA BID and Wilshire Center at the Economic Development Committee Hearing on January 28th. Chairperson Curren Price had requested a presentation on the BID program and the various benefits they afford to the city.
- Staff and board members began to take advantage of educational forums around seismic safety, earthquake preparedness and retrofit. A chamber presentation on this topic, headed by Dr. Lucy Jones of the US Geologic Survey, was held on Feb. 13. Dr. Jones also visited with a group of property owners in the BID office on March 17.
- Besley was interviewed in February by staff writers for the Emerson College blog. The video and article focused on the significance of Emerson's new west-coast campus, which now serves as a landmark in the Sunset & Vine BID.
- The board heard a presentation by two consultants, retained by CD-13, to undertake a parking study that will result in changes to the zoning code that impacts parking requirements in Hollywood. This is part of the "Modified Parking Requirements Ordinance."
- A bill was introduced by Assembly Speaker Perez, AB 2618, which seeks to clarify language related to general v. special benefit in property based BIDs. The board voted in March to send a support letter.
- The board held their annual dinner at the Farmer's Kitchen and gave a special tribute to retiring-member Duke Gallagher.
- Staff attended a number of special events throughout the quarter including: the Mayor's Budget Forum at the Taglyan Center on January 21st; the State of Hollywood by Councilmember O'Farrell on January 23rd; and the groundbreaking ceremony for the Columbia Square Project on February 10th.

VI. Summary of Activities

Category	Q1	Year to Date
Arrests	79	79
Radio Calls	472	472
Business Contacts	1,291	1,291
Citizen Contacts	1,511	1,511
Homeless Referrals	111	111
Trash Bags/ Tons Removed	4050 bags	4050 bags
Graffiti Removed	1170 tags	1170 tags